

Docket No.: 20643/0203984-US0
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(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Mai-Lan Tomsen

Application No.: 09/736,952

Confirmation No.: 8227

Filed: December 13, 2000

Art Unit: 2623

For: METHOD AND SYSTEM TO PROVIDE
DEALS AND PROMOTIONS VIA AN
INTERACTIVE VIDEO CASTING SYSTEM

Examiner: K. O. T. Bui

COMMENTS ON REASONS FOR ALLOWANCE

MS Issue Fee
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

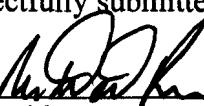
In the Reasons for Allowance section of the Notice of Allowance mailed 18 September 2007, the Examiner states that with regard to the independent claims, the prior art of record (e.g. Von Kohorn, Rowe and Hunter) fails to teach or suggest that *“...a viewer of an interactive video casting system can be presented with promotions having purchase offers or offers of credits toward future purchases. These promotions can be provided by correlating a program being viewed with user profile information and product information. If presented with the promotion while viewing a program, the viewer can buy products/services offered in the promotion, or defer the promotion for future viewing or as a credit. Credits toward a future purchase can be maintained in a storage area for the user and applied to a later purchase. Promotions can also be correlated to other interactive video casting tools or interfaces, such as the user’s calendar, so that promotions relevant to calendar entries can be presented to the user.”*

However, this recitation does not define the scope of the claimed invention and includes elements that are not recited in the claims. The claims define the scope of the claimed invention. The Examiner's language describes an example embodiment that is variously encompassed by the allowed independent claims, but the independent claims are not limited to this embodiment. The independent claims are broader in scope than the Examiner's description, and encompass other embodiments as well.

Applicant respectfully submits that the claims are allowable for at least the reasons set forth in the Remarks of the Amendment filed August 15, 2007, and are not limited to the embodiment described by the Examiner.

Dated: October 10, 2007

Respectfully submitted,

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